

Message Text

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PAGE 01 TOKYO 03945 220813Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W
-----220819Z 035526 /13

P R 220728Z MAR 77
FM AMEMBASSY TOKYO
TO USDOC WASHDC
INFO SECSTATE WASHDC 6297

UNCLAS TOKYO 3945

FOR OIM/WELCH

E.O. 11652: N/A
TAGS: BEXP, JA
SUBJECT: CLOSE-OF-EXHIBITION REPORT: BUILDING PRODUCTS AND SYSTEMS,
CONSTRUCTION EQUIPMENT AND ARCHITECTURAL HARDWARE EXHIBITION,
MARCH 14-18, 1977

1. U.S. FIRMS SEEKING REPRESENTATION: THIRTEEN
 - (A) SALES REPRESENTATIVES APPOINTED: SEVEN
EXPECTED NEXT 12 MONTHS: THIRTY-FOUR
LEADS OBTAINED: HUNDRED AND FOUR
 - (B) LICENSEE AGREEMENTS SIGNED: NONE
EXPECTED NEXT 12 MONTHS: ONE
LEADS OBTAINED: ONE
 - (C) JOINT VENTURE AGREEMENTS SIGNED: NONE
EXPECTED NEXT 12 MONTHS: NONE
LEADS OBTAINED: NONE

2. SALES: \$9,454,927
 - (A) ACTUAL DURING EVENTS: \$25,927

2. (A) (1) NTE/NTM: \$19,727
 - (2) OTM: \$6,200
- (B) EXPECTED NEXT 12 MONTHS: \$9,429,000
 - (1) NTE/NTM: \$7,379,000

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- (2) OTM: \$2,050,000
- (C) LEADS OBTAINED: 1,398
 - (1) NTE/NTM: 1,270
 - (2) OTM: 128

3. REGISTERED VISITORS: 1,871 (2,013 HAND-COUNT)

4. TOTAL PARTICIPANTS:

THIRTY-SEVEN REPRESENTING FORTY-FIVE (NTM-39, OTM-6)

5. PRIMARY PARTICIPATION OBJECTIVE:

FULLY ACHIEVED: TWENTY-THREE

PARTIALLY ACHIEVED: NINETEEN

FAILED TO ACHIEVE: THREE

6. U.S. EXHIBITORS WITH REPRESENTATIVES ATTENDING FROM U.S.:

SEVENTEEN

7. NARRATIVE

RESULTS OF B.P.S. EXHIBITION SOMEWHAT MIXED. WHILE A GOOD NUMBER OF EXHIBITORS EXPRESSED SATISFACTION AT THE NUMBER OF QUALIFIED VISITORS AND PROJECTED SALES, SEVERAL FIRMS SEEKING REPRESENTATION AGREEMENTS WERE FRANKLY DISAPPOINTED AT THE SPARSE NUMBER OF GOOD QUALITY REPRESENTATION LEADS. IN SOME CASES THE EXHIBITORS ATTRIBUTED THIS LACK OF INTEREST TO SLUGGISHNESS ON THE PART OF THE JAPANESE CONSTRUCTION INDUSTRY TO ADJUST INNOVATIVE BUILDING PRACTICES.

OTHER FOUND THEIR PRODUCTS WERE SIMPLY NOT PRICE COMPETITIVE. OF THE THIRTEEN FIRMS SEEKING REPRESENTATION, ONLY THREE STATED THEY FULLY ACHIEVED THIS OBJECTIVE THROUGH PARTICIPATION IN THE EXHIBITION. A TOTAL OF SEVEN SALES REPRESENTATION AGREEMENTS WERE SIGNED DURING THE SHOW AND ANOTHER EIGHT FIRMS REPORTED THAT AGREEMENTS ARE EXPECTED OVER THE NEXT TWELVE MONTHS.

ATTENDANCE REACHED 1,871 DURING THE WEEK. HOWEVER, DESPITE THE UNCLASSIFIED

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HOLDING OF CATALOG SHOWS IN THE CONSULATES MARCH 3-4 IN SUPPORT OF THE EXHIBITION, VISITORS FROM OUTSIDE TOKYO ONLY ACCOUNTED FOR AN UNUSUALLY LOW 13 PERCENT.

EXHIBITION OPENED ON MONDAY, MARCH 14, WITH RECEPTION ATTENDED BY 155 INVITED GUESTS. CHARGE D'AFFAIRES THOMAS SHOESMITH AND ICHIRO OZAWA, PARLIAMENTARY VICE MINISTER FOR CONSTRUCTION, SERVED AS GUESTS OF HONOR.
BUTTON

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
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Concepts: n/a
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Decaption Note:
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
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Disposition Event:
Disposition History: n/a
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Enclosure: n/a
Executive Order: N/A
Errors: N/A
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Review Release Date: n/a
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SAS ID: 3030631
Secure: OPEN
Status: NATIVE
Subject: CLOSE-OF-EXHIBITION REPORT: BUILDING PRODUCTS AND SYSTEMS, CONSTRUCTION EQUIPMENT AND ARCHITECTURAL HARDWARE EXHIBITION, MARCH 14-18, 1977
TAGS: BEXP, JA
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